



**BA(J&MC)**

Course Structure and Detailed Syllabi

**COURSE STRUCTURE FOR FIRST YEAR  
BA (J&MC) PROGRAMME (SESSION 2020-2021)**

**FIRST SEMESTER**

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Introduction to Mass Communication	Core		4	3	0	1
2	Basics of Journalism	Core		4	3	0	2
3	Media In Context ( Media, Society, Culture, & Economy)	Core		4	3	0	2
	Writing for Mass Media	DSE		3	2	0	2
4	General Elective-Management	GE		4	3	1	0
4	Communicative English	AE		2			
5	Language: French /German/Spanish			2			
6	Mentored seminar			2			
		<b>TOTAL</b>		<b>27</b>			
		<b>Total contact hours per week</b>					

**SECOND SEMESTER**

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Reporting and editing for Print and Online Journalism	Core		4	3	0	2
2	Basics of Advertising& PR	Core		4	3	0	2
3	Media Culture and studies	Core		4	3	1	0
3	Photography & Mobile as a tool of Journalism	DSE		3	2	0	2
4	General Elective-Fashion Communication	GE		4			
5	Language: English / French / German			2			
8	EVS	AECC		2			
		<b>TOTAL</b>		<b>26</b>			
		<b>Total contact hours per week</b>					

### THIRD SEMESTER

Sl No .	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Introduction to Broadcast Media	Core		6	4	0	4
2	Basics of Corporate Communication	Core		4	3	0	2
3	Radio production	Core		6	4	0	4
4	Film appreciation and Film review	DSE		3	2	1	0
5	Video Editing	SEC		1	0	0	2
6	General Elective- Economics	GE		4			
7	Theatre Arts	SEC		1			
8							
		<b>TOTAL</b>		<b>27</b>			
		<b>Total contact hours per week</b>					

### FOURTH SEMESTER

Sl No .	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Introduction to new media	Core		6	4	2	0
2	Media ethics and laws	Core		6	4	2	0
3	Digital AD&PR Design and Production	Core		6	4	2	0
5	Documentary Production	DSE		3	2	0	2
6	General Elective- Basics of Forensic Science	GE		4			
7	Internship			2			
8							
		<b>TOTAL</b>		<b>27</b>			
		<b>Total contact hours per week</b>					

### FIFTH SEMESTER

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Development of Communication	Core		6	4	2	0
2	Global Media Scenario	Core		6	4	2	0
3	News Production and Management	DSE 1		3	2	0	2
4	Event Management	DSE2		3	2	0	2
5	Digital Media Marketing and Promotion	DSE 3	Any two	3	2	0	2
6	Cinematography	DSE 4		3	2	0	2
7	Showreel	NTCC		2			
8							
		<b>TOTAL</b>		<b>26</b>			
		<b>Total contact hours per week</b>					

### SIXTH SEMESTER

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Advanced New Media	Core		6	4	2	0
2	Communication Research and Method	Core		6	4	2	0
3	Multimedia Studies	DSE		3	2	0	2
4	Advertising, PR & Planning	DSE	Any two	3	2	0	2
5	Media Entertainment and Fashion Trends	DSE		3	2	0	2
6	Project-Training /Internship	DSE		6			
7							
8							
		<b>TOTAL</b>		<b>27</b>			
		<b>Total contact hours per week</b>					